



MY BUSINESS PLAN

SCOUTS BSA
MIDDLE AND HIGH
SCHOOLERS

Below is a sample business plan worksheet to guide Scouts BSA youth (middle & high school age youth) through producing their business adventure.

DESCRIBE THE BUSINESS

What is the name of your business? _____

What are your business goals?

What product or service do you plan to sell?

Where will the business be located? What are its hours of operation? Or will it be an online business?

DESCRIBE THE PERSONNEL

What skills and experiences will help make your business idea work?

What skills and experiences do you bring to the business? In what areas will you need help?

Who will help you? (Describe positions for the different tasks that will need to be done to run the business, and describe the experiences and skills required of the people who will fill those positions. If you already have people in mind, name them.)

DESCRIBE THE MARKET & YOUR COMPETITION

Who are your main customers (your target market)?

Why do customers need your product? (Name the benefits of your product/service)

How will you set a price for your product?

Who are your competitors?

What are your company's competitive advantages? (How does your product or service differ from that of your competitors? How is it better or unique?)

What sales tools will you use? (How will you convince customers to buy your product or service?)

What are your sales goals?

DESCRIBE THE FINANCES

What items do you need to start your business?

How much will each item cost?

Where do you plan to get the money to cover your start-up costs?

What is your estimated income (revenue) for four or six weeks?

What are your estimated expenses (cash paid out) for those same weeks?

How will you keep records of income, expenses, and profits?

Add supporting materials to your business plan. This can include customer surveys, market research, and promotional tools – sample advertisements, business cards, etc.